

# Maryland Global Express

The Newsletter of the Baltimore US Export Assistance Center

US Department of Commerce  
US & FCS– Baltimore USEAC

300 W. Pratt Street, Suite 300  
Baltimore, MD 21201

[Office.BaltimoreUSEAC@mail.doc.gov](mailto:Office.BaltimoreUSEAC@mail.doc.gov)

Tel: 410-962-4539

Fax: 410-962-4529

**“Your Gateway to the World”**

<http://www.buyusa.gov/baltimore>



## February 2006 NEWSLETTER

Edited by Jason Brown

### Last Chance to Register! Opportunities in South Africa



Morgan Stanley

**Date:** February 23, 2006

**Time:** 8:00 a.m. to 9:30 a.m.

**Place:** Morgan Stanley

250 West Pratt Street

14th Floor, Baltimore

(or attend virtually – see below)

**Price:** \$25 per person

Access one of the world's dynamic markets – and the economic powerhouse of Southern Africa – with a LIVE webinar presentation by U.S. commercial officers from the Ron H. Brown Commercial Center in Johannesburg, South Africa.

With a special guest speaker presented by Morgan Stanley on emerging markets, with a focus on South Africa.

#### VIRTUAL ATTENDANCE OPTION:

Want to attend, but can't travel to the event? Participate virtually THROUGH THE INTERNET AND YOUR PHONE and watch, listen, and interact with the same presentations as those attending in-person.

[You may register online](http://www.buyusa.gov/baltimore/southafrica.html)

(<http://www.buyusa.gov/baltimore/southafrica.html>) or contact:

Alexander Amdur

Phone: 410-962-4539

e-mail: [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

### International Business Service Providers in the Spotlight

Locate professional business service providers who can help with everything from translating documents to providing the legal support needed to succeed in the international marketplace.

In the spotlight this month are service providers in the “Legal Services” category. Visit the entire Business Service Provider at:

<http://www.buyusa.gov/baltimore/bspdirectory.html>

#### Legal Services

##### O'Connell & Co., American Lawyers

**O'CONNELL & CO**  
AMERICAN LAWYERS

欧凯文律师事务所  
WASHINGTON, D.C.  
HONG KONG

**Contact:** Keven M. O'Connell, Senior Partner  
222 Severn Avenue

Building 7, Suite 15

Annapolis, Maryland 21403

**Phone:** (410) 268-2880

**Fax:** (202) 293-1877

**Email:** [kmoc@oconnellcohongkong.com](mailto:kmoc@oconnellcohongkong.com)

**Web:** <http://www.oconnellcohongkong.com>

O'Connell & Co practices US and international business and corporate finance law in Annapolis, Washington, D.C. and Hong Kong. The Firm provides companies with the types of sophisticated legal specialties traditionally offered only by large global firms, absent

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the bureaucracy and expense that oft-times accompanies such engagements.

A primary focus of the Firm's practice is assisting middle-sized companies with regard to their direct investment activities in the People's Republic of China. In addition to this, the Firm represents U.S. companies in connection with joint ventures, trade finance and direct investment matters elsewhere in Asia as well as the Caribbean, sub-Saharan Africa and the Middle East.

*Is your company interested in being listed in the Business Service Provider Directory? Contact Mat Woodlee at [Mathew.Woodlee@mail.doc.gov](mailto:Mathew.Woodlee@mail.doc.gov) or visit <http://www.BuyUSA.gov/baltimore/bspinformation.html>*

## Beijing 2008: Olympics Hot Sheet

The **Olympics Hot Sheet** is the perfect way to stay on top of what's going on in preparation for the 2008 Olympics. It is published when news happens, as soon as it happens. If you are a US-based company and would like to be added to our mailing list, send your contact information and business scope to [Export.China@mail.doc.gov](mailto:Export.China@mail.doc.gov).

For more information on the Olympics and other ways the U.S. Commercial Service can assist you in China, please visit our website at [www.buyusa.gov/china/en](http://www.buyusa.gov/china/en) or contact the Baltimore USEAC at 410-962-4539.

1. BOCOG Calls For Design Proposals For Olympic Medals
2. Olympics To Add Oomph To Beijing Economy
3. BOCOG will move to New Office at the Beijing Olympic Tower
4. Beijing Takes Measures To Improve Transportation
5. SG selected official energy utility service partner of Beijing 2008 Olympic Games

Please view this issue of Olympics Hot Sheet on following link:

[http://www.buyusa.gov/china/en/hs060214.html#\\_top](http://www.buyusa.gov/china/en/hs060214.html#_top)

## USTR Releases Top-to-Bottom Review of China Trade Policy

On February 14, the Office of the US Trade Representative (USTR) released its long awaited top-to-bottom review of US trade policy towards China. This report assesses the benefits and challenges in bilateral trade as China nears the end of its transition period after four years of membership in the WTO. According to a USTR press release, the review reflects the input of

Congress, China experts, industry, the public, and other US government agencies.

The report identifies the key objectives of US trade policy with China and announces specific actions that will be implemented in consultation with Congress and other stakeholders to ensure meaningful progress in achieving these objectives. The specific action items include:

- expanding USTR trade enforcement capacity to better ensure China's compliance with trade obligations, including through the establishment of a China Enforcement Task Force at USTR to be headed by a Chief Counsel for China Trade Enforcement;

- expanding USTR capability to obtain and apply comprehensive, forward-looking information regarding China's trade regime and practices to US trade policy formulation and implementation by: (1) adding personnel to USTR's China office to coordinate collection and integration of information on current and potential China trade issues from other US government agencies and other sources; and (2) establishing an Advisory Committee for Trade Policy and Negotiation (ACTPN) China Task Force to provide strategic advice and recommendations related to US-China trade policy;

- expanding US trade policy and negotiating capacity in Beijing and other resources in China to more effectively pursue top priority issues, especially the protection of intellectual property rights (IPR), including by working with the State Department to post a senior trade official at the US Embassy in Beijing;

- increasing coordination with other trading partners on China trade issues of common interest, such as IPR enforcement and China's implementation of its WTO obligations;

- deepening and strengthening trade relations with other Asian economies, and within the Asia-Pacific Economic Cooperation (APEC) forum, to maintain and enhance US commercial relationships in the region;

- increasing the focus on regulatory reform in China, including through initiating a high-level dialogue on steel with China under the US-China Joint Commission on Commerce and Trade (JCCT); deepening and expanding the State Department's high-level dialogue with China's economic planners regarding structural reform; launching an initiative to evaluate, assess, and engage on China's subsidies issues; expanding initiatives led by the Department of Agriculture (USDA) to improve China's transparency and compliance with its

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sanitary and phytosanitary (SPS) obligations under the WTO; and focusing intensive interagency efforts to address China's development of standards and an anti-monopoly law;

- increasing the effectiveness of high-level meetings with China's leaders, including through holding annual, elevated meetings of the JCCT prior to presidential-level meetings where possible and conducting mid-year reviews of goals and progress under the JCCT at the Vice Minister/Deputy level;

- strengthening and expanding US-China dialogue on numerous other specific issues of significance to the global trading system and on bilateral trade issues that pose potential problems for the relationship, including China's participation in global institutions; market access and standards issues related to telecommunications, financial services, healthcare, and direct sales; subsidies and structural issues, especially in the steel industry; standards; labor; environmental protection; and transparency and rule of law;

- strengthening US government interagency coordination, including through monthly review by the Trade Policy Review Group and Trade Policy Staff Committee of strategies and progress made in achieving the key objectives identified in this report; and

- strengthening the Executive-Congressional partnership on China trade through initiation by USTR of a program of regular briefings for Congressional members and staff to update them on progress in pursuing the objectives outlined in this report and to ensure that the Administration's China trade policy is informed by Congressional priorities.



**May 17-19, 2006  
Washington, DC**

With China's accession to the WTO in 2001, this fastest-growing economy in the world offers abundant opportunities to corporations and businesses of all sizes in the West. China is predicted to become the world's second largest economic power by the year 2030. Education is the crucial first step on your journey toward success in developing business relationships with China.

This is a premier conference for American business people serious about the potential of developing the market in China. These conferences will provide you the tools, marketing intelligence and resources you need to thrive in China, from Shanghai to Hong Kong.

No other China business event offers the range of exciting content, speakers, panels and learning opportunities that you'll find at **CHINA: RISK, REWARD AND HOW-TO-WIN. DATES, LOCATIONS & PROGRAMS** at

<http://www.buyusa.gov/chinabizconference/>

Featured speakers include top U.S. and Chinese Government officials, private sector executives, and business association representatives. In addition, several U.S. Commercial Service officers and staff from our posts throughout China and China specialists from the U.S. Department of Commerce will provide one-on-one business counseling.

If you would like to be notified when registration begins, please contact Bryan Larson at the Baltimore USEAC at 410-962-6896 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov).

## **China Business Seminar Marketing Partner Opportunities May 17-19, 2005**

Reach out to potential customers, business contacts, and Chinese government officials by becoming a Marketing Partner for the upcoming seminar, **China: Risk, Reward and How to Win**. By becoming a marketing partner, your company will be able to make the most of the premiere event on the East Coast focussing on doing business in the world's fastest growing market. Several options are available:

### **Luncheon - \$20,000 Exclusive**

- Company to introduce keynote speaker
- Company CEO to sit at head table
- Company may name one (1) additional guest to sit at head Luncheon table
- Prominent corporate signage throughout the Conference for its duration
- Two (2) corporate luncheon tables (8ppl each) with corporate signage and preferred placement
- Company promotional items may be distributed to luncheon attendees
- Company logo on back cover of our *China Business Conference Guide*
- Company promotional items may be distributed to Conference attendees with Conference portfolios
- Exhibit booth space with preferred placement

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- Five (5) Full Conference passes
- Ten (10) Evening Reception Passes
- Preferred listing in Conference Show Guide
- Weblink on Conference website
- Special mention from podium
- List of Conference attendees

### Reception - \$15,000

- Company may provide remarks from the podium during Reception (up to 5 minutes)
- Company may introduce Reception Keynote Speaker(s) during reception
- Company CEO to sit at head luncheon table
- Company logo inside front cover of the *China Business Conference Guide*
- (1) Corporate Luncheon Table (8ppl) with corporate signage and preferred placement
- Exhibit booth
- Ten (5) Full Conference passes
- Twenty (20) Evening Reception passes
- Company logo on back cover of our *China Business Conference Guide*
- Prominent listing in Conference Show Guide
- Weblink on Conference website
- Special mention from Luncheon podium
- List of Conference attendees

### Panel - \$10,000

- Company may provide remarks from Podium during Panel (5 mins.) OR CEO (or appointed executive) to moderate Panel (if applicable) or may serve as Panel participant (if applicable) Company briefs all One-on-One Counseling registrants (maximum 12 per city) on third day of conference
- Company CEO to sit at head luncheon table
- One (1) corporate luncheon tables (8ppl each) with corporate signage and preferred placement
- Five (5) Full Conference passes
- Ten (10) Evening Reception Passes
- Company logo inside back cover of the *China Business Conference Guide*
- Prominent listing in Conference Show Guide
- Weblink on Conference website
- Special mention from Luncheon podium
- List of Conference attendees

### Gold - \$5,000

- Corporate luncheon table (8-10ppl each) with corporate signage and preferred placement
- Two (2) Full Conference passes
- Ten (10) Evening Reception Passes
- Exhibit booth
- Prominent listing in Conference Show Guide
- Weblink on Conference website
- Special mention from luncheon podium
- List of Conference attendees

### Silver - \$3,500

- Two (2) Full Conference tickets (Evening Reception, Breakfast, Luncheon, Workshops, Panel).

- Five (5) Evening Reception admission passes
- Prominent listing in Conference Show Guide
- Weblink on Conference website
- Special mention from luncheon podium
- List of Conference attendees

### Bronze - \$1,000

- Two (2) full conference admission passes
- Prominent listing in Conference Show Guide
- Weblink on Conference website
- Special mention from luncheon podium
- List of Conference attendees

To be a local marketing partner for the conference in Washington, DC, please contact Bill Burwell at 410-962-3097 or [Bill.Burwell@mail.doc.gov](mailto:Bill.Burwell@mail.doc.gov).

## Governor Ehrlich to Present WTCI International Leadership Award to the Honorable Helen Bentley

Former Congresswoman and President of Helen Bentley and Associates, the Honorable Helen Delich Bentley, will be honored by Governor Robert L. Ehrlich, Jr. with the prestigious Governor's International Leadership Award on Thursday, March 30, 2006. The World Trade Center Institute alongside the Maryland Department of Business and Economic Development and title sponsor T. Rowe Price will host this annual event at the Jim Rouse Visionary Center in Baltimore. The event has become a true must-attend for the "who's who" of Maryland's international business community, drawing over 75 CEO's and Presidents, and 400 area business leaders.

Bentley's longstanding and tireless efforts on behalf of Maryland and the maritime industry made her an obvious choice for Governor Ehrlich. Her dedication, leadership and vision have made her a critical player in Maryland's strides to reach new global heights. "Helen Bentley clearly deserves this recognition," said Maryland comptroller William Donald Schaefer. "Her initiative and energy dedicated to the state of Maryland and, especially, to the Port of Baltimore make her stand out among her peers."

The self proclaimed "Mother of the Port" has continued to break barriers for women in government and business throughout her career. "It is energizing indeed to see former Congresswoman Bentley honored as the first woman to receive this Award" said Deb Kielty President of the World Trade Center Institute, "particularly as it is the highest Award given in Maryland for international leadership." Not only is Bentley the first woman to be

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honored with the Governor's International Leadership Award in the event's ten year history, but she has also led the way for women in government.

Bentley's key accomplishments reveal that she was the first woman chair of the Federal Maritime Commission, at the time she was the fourth highest ranking woman in the federal government. President of the Private Sector Port Coalition Bud Nixon describes Bentley as a "ROCK, constant and steady for 50+ years... and still going strong."

Currently, Bentley heads Helen Bentley & Associates, Inc., an international trade, business and government consultancy firm. She is a key consultant for the Maryland Port Administration and spends time in Washington working on behalf of several maritime companies.

Registration information for this event can be found at <http://www.wtci.org>.

## Market of the Month: Brazil

### I. Why Brazil? Size and Opportunity!

#### Size

Brazil's 182 million people make it the 5th largest country in the world. Brazil's population is roughly the same size as the combined populations of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname. Brazil's population is roughly 4 times the size of Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua combined!

Brazil's \$605 billion GDP makes it the 12th largest market in the world. Brazil's \$605 billion GDP is 7 times as large as Costa Rica, Dominican Republic, El Salvador, Guatemala, Honduras and Nicaragua combined! Brazil's \$605 billion GDP is nearly as large as the combined GDP of Chile, Argentina, Paraguay, Uruguay, Bolivia, Ecuador, Peru, Colombia, Venezuela, Guyana and Suriname.

#### Opportunity

The United States is Brazil's largest trading partner. In 2004, Brazil imported \$13 billion from the U.S., and from January – November 2005, Brazil imported \$13.8 billion worth of U.S. goods. Brazil offers numerous Best Prospect Sectors for U.S. businesses.

Brazil's diverse and sophisticated economy offers opportunities for U.S. businesses across the entire

spectrum of industries, and U.S. products and services are popular and viewed as high quality, particularly in areas of high technology. Brazil is a founding member and platform to enter Mercosul. Mercosul is South America's largest common market, including Brazil, Argentina, Paraguay and Uruguay, with associate members Chile, Bolivia and Venezuela. Brazil is a global leader in Renewable Energy technology.

Today, you can easily fill your car with gasoline or alcohol. The Commercial Service Brazil is partner in TradeAmericas. TradeAmericas is a new program offered through the U.S. Department of Commerce that gives U.S. businesses access to markets throughout the entire Western Hemisphere.

### II. Doing Business in Brazil



Brazil offers numerous opportunities for U.S. businesses, and while the economy continues to develop, U.S. businesses know the name of the game for

success in Brazil: do your homework and put in the time & energy to identify partners.

Take advantage of the U.S. Commercial Service Brazil: With offices in Brasilia, São Paulo, Rio de Janeiro, Belo Horizonte & Porto Alegre, the US Commercial Service Brazil ([www.buyusa.gov/brazil](http://www.buyusa.gov/brazil)) helps US exporters enter Brazil's market through research, matchmaking and advocacy. Let us help you find success in Brazil.

Use the Country Commercial Guide to help you decide if your product or service has potential in Brazil, and to learn about some of the intricacies of doing business in South America's largest economy ([2006 Country Commercial Guide](#)).

Agents & Distributors are, in many cases, the best way to enter Brazil. Generally, larger agents & distributors have sales offices throughout Brazil, which is key for a countrywide presence. A written agreement with a partner is highly recommended.

Joint Ventures are very common in Brazil, particularly as a way for foreign firms to compete for government contracts or in heavily regulated sectors. Legal advice should be sought when establishing the JV.

Licensing agreements are also common in Brazil, and again, qualified local attorneys should be consulted. All licensing and technical assistance agreements, including trademark licenses, must be registered with the Brazilian Industrial Property Institute ([www.inpi.gov.br/](http://www.inpi.gov.br/)).

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Price, quality and payment terms are extremely important. U.S. products are generally looked at as high quality, though the country's high interest rates (17.25%) mean attractive payment terms often have to be offered to make a final sale. It is not unusual for a buyer to select a supplier whose prices are higher but who offers better terms. With high transport and tax costs, there is significant price pressure.

Consulting local legal assistance is extremely important. Local Lawyers can help minimize tax burdens, help limit possible liabilities for U.S. businesses, and explain negotiation, real estate, labor, intellectual property, and antitrust laws.



Participating in trade fairs is an extremely way to meet potential buyers and market your products. São Paulo hosts 300 trade fairs per year, while other cities host significant shows, such as the Oil & Gas

show in Rio and the Mining Show in Belo Horizonte.

Learning how Brazil's tariffs & taxes affect your product is extremely important. Though Brazil has made substantial progress in reducing traditional trade barriers (tariffs, import licensing, etc.), rates in many areas remain high, and the country's tax system can be confusing.

### III. Brazil At A Glance

<b>Total Area</b>	8,511,965 sq km
<b>Population</b>	186,112,794
<b>Location</b>	E. South America, bordering the Atlantic Ocean
<b>States</b>	26 States, 1 Federal District
<b>Languages</b>	Portuguese (official)
<b>Government type</b>	Federative Republic
<b>Capital</b>	Brasilia
<b>GDP (2005)</b>	\$605.6 billion
<b>GDP Growth (2005)</b>	2.60%

<b>Import Partners (2004)</b>	US 18.3%, Argentina 8.9%, Germany 8.1%, China 5.9%, Nigeria 5.6%, Japan 4.6%
<b>U.S. exports to Brazil</b>	2004: \$13,863,015,000; 2003: \$11,218,254,000

### IV. Best Prospects for U.S. Exporters

<b>Agricultural Equipment</b>	<b>Agriculture</b>
<b>Aircraft &amp; Parts</b>	<b>Airports</b>
<b>Computer Software</b>	<b>E-Commerce</b>
<b>Energy</b>	<b>Highways</b>
<b>Insurance</b>	<b>Iron &amp; Steel</b>
<b>IT Hardware</b>	<b>Medical Equipment</b>
<b>Mining</b>	<b>Oil &amp; Gas</b>
<b>Pharmaceuticals</b>	<b>Pollution Control Equipment</b>
<b>Ports</b>	<b>Railroads</b>
<b>Safety &amp; Security</b>	<b>Telecommunications</b>
<b>Travel &amp; Tourism</b>	

### V. Upcoming Trade Events

Brazil always has a series of trade promotion events for interested U.S. businesses. You can find further descriptions of these at our Website [www.buyusa.gov/brazil](http://www.buyusa.gov/brazil) under "Upcoming Events in Brazil."

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### Trade Events, Workshops, and Seminars

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*For information on these and other events not listed, or if you would like your event listed, contact the Baltimore USEAC at 410-962-4539.*

#### Domestic

##### **South Africa Seminar**

February 23, 2006

Baltimore, MD

Cost: \$25 per person

Contact: Alexander Amdur at 410-962-4539 or

[Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

Access one of the world's dynamic markets – and the economic powerhouse of Southern Africa – with a LIVE webinar presentation by U.S. commercial officers from the Ron H. Brown Commercial Center in Johannesburg, South Africa, with a special guest speaker presented by Morgan Stanley on emerging markets, with a focus on South Africa. Want to attend, but can't travel to the event? Participate virtually THROUGH THE INTERNET AND YOUR PHONE and watch, listen, and interact with the same presentations as those attending in-person.

##### **Webinar: Logistics Services in China**

March 7, 2006

Access the webinar from your office or home computer.

To register visit:

<http://www.buyusa.gov/westlosangeles/logistics.html>

The U.S. Commercial Service's Asia Pacific Team is planning a webinar for logistics service providers in the Chinese Market. With China's accession into the WTO, US logistics providers have far-reaching opportunities to enter the Chinese market to offer services and expertise to efficiently and effectively move goods within China and beyond. Opportunities currently exist in freight forwarding, courier and road transport services, and are expected to open up in air transport, storage and warehousing, and international maritime transport services. Don't miss this chance to explore the opportunities and challenges in the logistics industry for the Chinese market.

##### **10<sup>th</sup> Annual Maryland International Business Leadership Awards: Celebrating Global Success**

March 30, 2006, 5:15 - 8:30 pm

Baltimore, MD

Jim Rouse Visionary Center, a part of the American Visionary Arts Museum, 800 Key Highway

Refreshments/International Buffet/Latin Music Celebration

Cost: \$100 WTCI members/\$150 Non-members

Contact: For more information <http://www.wtci.org>

Celebrating its 10<sup>th</sup> anniversary, the Maryland International Business Leadership Awards event has become a must-attend for the "who's who" of Maryland's international business community, drawing over 75 CEO's and Presidents, and 400 area business leaders. The event will feature the presentation of the Governor's International Leadership Award by Governor Ehrlich to the Honorable Helen Delich Bentley. Additionally, a group of carefully selected, soon to be announced International Business Leadership Award winners will be honored.

##### **Banking on Development**

March 30, 2006

New Orleans, LA

To register: <http://www.wtci.org/programs>

Learn how to work with the Advocacy Center / Commercial Service liaison offices associated with the World Bank, Inter-American Development Bank, Asian Development Bank, African Development Bank, and the European Bank for Reconstruction and Development to:

- Explore opportunities in key sectors;
- Identify potential business that they can pursue through these Multilateral Development Banks; and
- Find out from high-level Asian Development Bank and private sector officials how they can target and win new business.

Each year, these financial institutions extend a combined total of \$40 to \$50 billion in loans, grants, and investments to the public and private sectors for economic and social development abroad. Key sectors include infrastructure development, transportation, environment, information technologies, governmental reform, healthcare and nutrition, energy, agriculture and services.

##### **Asia Pacific Business Outlook Conference**

April 3-4, 2006

Los Angeles, CA

Cost: Early Registration, \$675 (By March 3)

Regular Registration, \$775 (After March 3)

USDOC Registration Code: DOC2006

Contact: For more information <http://www.apbo2006.com>

APBO, hosted by the University of Southern California in Los Angeles, with the full support of the U.S. Commercial Service, is the longest running, most successful regional conference of its kind focusing specifically on Asian markets. This conference has made a difference for U.S. exporters, and has become the premier U.S. commercial trade event focusing on the Asia Pacific region. APBO 2006 brings the experts closer to you with 14 Senior Commercial Officers from American embassies, consulates and institutes in the following economies: Australia, China, Hong Kong, India, Indonesia, Japan, Korea, Malaysia, Mexico, New Zealand, Philippines, Singapore, Taiwan, Thailand, and Vietnam. They will speak in small-group workshops and be available for private one-on-one consultations with registered APBO participants.

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### 15th Biennial World Congress on Information Technology

May 1-5, 2006

Austin, Texas

For more information visit: <http://www.wcit2006.org>

The 15th Biennial World Congress on Information Technology (WCIT) will be a dynamic gathering of an estimated 2,000 global IT leaders from business, government and academia. Delegates will include cabinet-level executives, heads of state, ministers of IT, top academics and world-renowned scientists. Delegates will come prepared to discuss IT policy issues, direct the future of technology, and to drive both economic and revenue decisions for their respective organizations.

### Food Marketing Institute's Supermarket Convention & Educational Exposition

May 7-9, 2006

Chicago, Illinois

Contact: Alexander Amdur, Baltimore USEAC, at 410-962-4539 or [Alexander.Amdur@mail.doc.gov](mailto:Alexander.Amdur@mail.doc.gov)

The Food Marketing Institute's Supermarket Convention & Educational Exposition is the largest, most comprehensive event of its kind in the world. It is the premier show for Supermarket retailers and wholesalers now offering 5 shows in one location (The FMI Show, Fancy Food Show, U.S. Food Export Showcase, United Produce Expo and Conference, and All Things Organic), over 1000 exhibitors, targeted educational sessions, group incentives, and a worldwide audience. The International Trade Center (ITC) also offers a wide array of services to make it as easy as possible for international attendees to exchange information with their peers and meet with U.S. suppliers to discuss import/export opportunities.

For more detailed information about FMI 2006 and other FMI events the official website can be seen below:

<http://www.fmishow.org>



### China Risk, Reward & How to Win

May 17-19, 2006

Washington, DC

Cost: \$200

Contact: Contact Bryan Larson, Baltimore USEAC, at 410-962-6896 or [Bryan.Larson@mail.doc.gov](mailto:Bryan.Larson@mail.doc.gov) or register online at <http://www.buyusa.gov/chinabizconference/>

This conference will provide you the tools, marketing intelligence and resources you need to thrive in China, from Beijing to Hong Kong. No other China business event offers the range of exciting content, speakers, panels and learning opportunities. Featured speakers include top U.S. and Chinese Government officials, private sector executives, and business association representatives. In addition, several U.S.

Commercial Service officers and staff from our posts throughout China and China specialists from the U.S. Department of Commerce will provide one-on-one business counseling.

### The International Franchise Expo

June 2-4, 2006

Washington, DC – Washington Convention Center

For more information visit: [www.franchiseexpo.com](http://www.franchiseexpo.com)

The IFE presents attendees with a wide variety of seminars on all aspects of franchising, some of which are targeted specifically for international attendees. Many are provided free as part of the cost of admission and others, which are in-depth seminars are accompanied by comprehensive course materials require registration and a fee. MFV Expo, the show organizer, is offering a 50 percent discount on the pre-registration for the in-depth seminars.

## International

### BioSquare

March 8 to 10, 2006

Geneva, Switzerland

Contact: Bernadette G. Musselwhite, Montgomery County, at [Bernadette.Musselwhite@montgomerycountymd.gov](mailto:Bernadette.Musselwhite@montgomerycountymd.gov) or 240-777-2045

The Maryland Department of Business and Economic Development, the Montgomery County Department of Economic Development and MdBio will have a 12 square meter booth and would welcome Maryland companies making use of it as a place to meet people and display company materials. Last year, several Maryland companies participated in BioSquare in Lyon. They found that the partnering sessions were well organized and that the conference provided good access to high-level executives in European, Japanese and American companies. These companies included large pharmaceuticals firms looking for in-licensing opportunities, venture capital groups, and small- and medium-sized biotech companies. BioSquare 2006 is a unique platform for the top management of biotechnology companies to meet with key research and business development executives from the pharmaceutical, nutraceutical, agriculture, food, and finance industries. At BioSquare 2005, 4500 one-on-one partnering meetings took place. For further information on BioSquare and to register, please go to <http://www.ebdgroup.com/biosquare/>

### Canada Webinar Event:

#### Export 101 – Shipping to Canada Simplified

March 16, 2006

To register visit:

<http://www.buyusa.gov/canada/en/shippingtocanada.html>

Cost: \$40

Contact: Anne Fisher at [anne.fisher@mail.doc.gov](mailto:anne.fisher@mail.doc.gov)